

## CLAIMS

1. A method for presenting content comprising:
  - recording a user behavior used in a first application;
  - associating the user behavior with content and a second application; and
  - 5       targeting a user with the associated user behavior and content in a presentation associated with the second application.
2. A method for presenting content as recited in claim 1 wherein recording a user behavior used in a first application includes saving a search term.
- 10       3. A method for presenting content as recited in claim 1 wherein recording a user behavior used in a first application includes recording an action.
4. A method for presenting content as recited in claim 1 wherein recording a user  
15       behavior used in a first application includes recording a characteristic.
5. A method for presenting content as recited in claim 1 wherein recording a user behavior used in a first application includes recording a user interest.
- 20       6. A method for presenting content as recited in claim 1 wherein recording a user behavior used in a first application includes saving a result.

7. A method for presenting content as recited in claim 1 wherein associating the user behavior with the content further includes integrating the content with a result.

8. A method for presenting content as recited in claim 1 wherein associating the user behavior with the content further includes integrating the content with the second application.

9. A method for presenting content as recited in claim 1 wherein targeting a user with the associated user behavior and content in a presentation associated with the second application further includes displaying the content integrated with the second application.

10. A method for presenting content as recited in claim 1 wherein targeting a user with the associated user behavior and content in a presentation associated with the second application further includes displaying the content as a transient message integrated with the second application.

11. A method for presenting content as recited in claim 1 wherein targeting a user with the associated user behavior and content in a presentation associated with the second application further includes displaying the content integrated with a theme of the second application.

12. A method for presenting sponsored content comprising:

saving a term used in a first application to produce a key;

mapping the key to the sponsored content;

integrating the mapped key and sponsored content with a second

5 application; and

rendering the integrated mapped key and sponsored content in a second

application.

13. A method for presenting a sponsored content, comprising:

10 saving a term used in a first application to produce a sponsored search  
result;

returning the sponsored search result to the first application;

integrating the sponsored search result with content in a second

application; and

15 rendering the integrated sponsored search result with content in the second  
application.

14. A system for presenting content comprising:

a memory configured to record a user behavior used in a first application;

20 a processor configured to associate the user behavior with content and a  
second application; and

a presentation configured to target a user with the associated user behavior

and content in a presentation associated with the second application.

15. A data signal embodied in a carrier wave comprising:
- instructions for recording a user behavior used in a first application;
  - instructions for associating the user behavior with content and a second
  - 5 application; and
  - instructions for targeting a user with the associated user behavior and
  - content in a presentation associated with the second application.
16. A computer program product for presenting content, the computer program
- 10 product being embodied in a computer readable medium and comprising computer instructions for:
- recording a user behavior used in a first application;
  - associating the user behavior with content and a second application; and
  - targeting a user with the associated user behavior and content in a
  - 15 presentation associated with the second application.